



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Dudley Media
919 Catharine St
Philadelphia, PA 19147

Schedule Dates 10/16/12-10/22/12
Advertiser Florida Democratic Party 3 Pack (23075)
Agency Dudley Media (7265)
Product POLITICAL CANDIDATE (ns) (1186)
Brand FL DEM SACHS/BRUNO/S (475045)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name DUDLEY BOB
Phone/Fax (202) 675-6936 /
CPE 4
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments FL DEM SACHS/BRUNO/S
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Last Modified 10/12/12
Entered By Nancy Brutus
CO-OP No
Headline # 06370705
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,218.75
Net Total \$40,906.25
Sales Tax

By Broadcast Month Spots Rate
Oct. 2012 82 \$48,125.00
Grand Total: 82 \$48,125.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/16/12-10/19/12	3	:30	5A-5:30A (EST)	4		X	X	X	X			4	\$200.00	\$800.00	West Palm Beach (WPEC)		10/12/12
2.0	Normal Line / SPOT (2)	10/22/12-10/22/12	3	:30	5A-5:30A (EST)	1	1							1	\$200.00	\$200.00	West Palm Beach (WPEC)		10/12/12
3.0	Normal Line / SPOT (3)	10/16/12-10/19/12	3	:30	6A-7A (EST)	4		X	X	X	X			4	\$350.00	\$1,400.00	West Palm Beach (WPEC)		10/12/12
4.0	Normal Line / SPOT (4)	10/22/12-10/22/12	3	:30	6A-7A (EST)	1	1							1	\$350.00	\$350.00	West Palm Beach (WPEC)		10/12/12
5.0	Normal Line / SPOT (5)	10/16/12-10/19/12	3	:30	7A-9A (EST)	8		X	X	X	X			8	\$225.00	\$1,800.00	West Palm Beach (WPEC)		10/12/12
6.0	Normal Line / SPOT (6)	10/22/12-10/22/12	3	:30	7A-9A (EST)	2	2							2	\$225.00	\$450.00	West Palm Beach (WPEC)		10/12/12
7.0	Normal Line / SPOT (7)	10/16/12-10/19/12	3	:30	9A-10A (EST)	4		X	X	X	X			4	\$200.00	\$800.00	West Palm Beach (WPEC)		10/12/12
8.0	Normal Line / SPOT (8)	10/22/12-10/22/12	3	:30	9A-10A (EST)	1	1							1	\$200.00	\$200.00	West Palm Beach (WPEC)		10/12/12
9.0	Normal Line / SPOT (9)	10/16/12-10/19/12	3	:30	12P-12:30P (EST)	4		X	X	X	X			4	\$350.00	\$1,400.00	West Palm Beach (WPEC)		10/12/12
10.0	Normal Line / SPOT (10)	10/22/12-10/22/12	3	:30	12P-12:30P (EST)	1	1							1	\$350.00	\$350.00	West Palm Beach (WPEC)		10/12/12
11.0	Normal Line / SPOT (11)	10/16/12-10/19/12	3	:30	4P-5P (EST)	4		X	X	X	X			4	\$350.00	\$1,400.00	West Palm Beach (WPEC)		10/12/12
12.0	Normal Line / SPOT (12)	10/22/12-10/22/12	3	:30	4P-5P (EST)	1	1							1	\$350.00	\$350.00	West Palm Beach (WPEC)		10/12/12
13.0	Normal Line / SPOT (13)	10/16/12-10/19/12	3	:30	5P-5:30P (EST)	4		X	X	X	X			4	\$500.00	\$2,000.00	West Palm Beach (WPEC)		10/12/12
14.0	Normal Line / SPOT (14)	10/22/12-10/22/12	3	:30	5P-5:30P (EST)	1	1							1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/12/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: _____ Date: _____
Comments: _____



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Brand FL DEM SACHS/BRUNO/S (475045)
Salesperson TeleRep/Dc, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name DUDLEY, BOB
Phone/Fax (202) 675-6936 /
CPE 4
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments FL DEM SACHS/BRUNO/S
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Package Deal
Commission % 15.00
Commission \$7,218.75
Net Total \$40,906.25
Sales Tax

Oct. 2012 82 \$48,125.00
Grand Total: 82 \$48,125.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT (15)	10/16/12-10/19/12	3	:30	5:30P- 6P (EST)	4		X	X	X	X			4	\$500.00	\$2,000.00	West Palm Beach (WPEC)		10/12/12
16.0	Normal Line / SPOT (16)	10/22/12-10/22/12	3	:30	5:30P- 6P (EST)	1								1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/12/12
17.0	Normal Line / SPOT (17)	10/16/12-10/19/12	3	:30	6P- 6:30P (EST)	4		X	X	X	X			4	\$600.00	\$2,400.00	West Palm Beach (WPEC)		10/12/12
18.0	Normal Line / SPOT (18)	10/22/12-10/22/12	3	:30	6P- 6:30P (EST)	1								1	\$600.00	\$600.00	West Palm Beach (WPEC)		10/12/12
19.0	Normal Line / SPOT (19)	10/16/12-10/19/12	3	:30	7P- 7:30P (EST)	4		X	X	X	X			4	\$500.00	\$2,000.00	West Palm Beach (WPEC)		10/12/12
20.0	Normal Line / SPOT (20)	10/22/12-10/22/12	3	:30	7P- 7:30P (EST)	1								1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/12/12
21.0	Normal Line / SPOT (21)	10/20/12-10/20/12	3	:30	7P- 7:30P (EST)	1								1	\$350.00	\$350.00	West Palm Beach (WPEC)		10/12/12
22.0	Normal Line / Prime (22)	10/22/12-10/22/12	4	:30	8P- CBS- Presidential Debate	1								1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		10/12/12
23.0	Normal Line / Prime (23)	10/16/12-10/16/12	3	:30	8P- CBS- NCS: Los Angeles	1								1	\$3,500.00	\$3,500.00	West Palm Beach (WPEC)		10/12/12
24.0	Normal Line / Prime (24)	10/17/12-10/17/12	3	:30	9P- CBS- Criminal Minds	1								1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		10/12/12
25.0	Normal Line / Prime (25)	10/18/12-10/18/12	2	:30	10P- CBS- Elementary	1								1	\$2,250.00	\$2,250.00	West Palm Beach (WPEC)		10/12/12
26.0	Normal Line / Prime (26)	10/19/12-10/19/12	2	:30	9P- CBS- CSI New York	1								1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		10/12/12

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27.0	Normal Line / Prime (27)	10/20/12-10/20/12	3	:30	10P- CBS-Crimetime (Saturday)							1		1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/12/12
27.0.1	Preempt (27)	10/20/12															West Palm Beach (WPEC)	Sold Out/Exception - due to higher rates in breaks	
28.0	Normal Line / Prime (28)	10/20/12-10/20/12	3	:30	10P- CBS-48 Hours (Saturday)							1		1	\$800.00	\$800.00	West Palm Beach (WPEC)		10/12/12
29.0	Normal Line / SPOT (29)	10/21/12-10/21/12	2	:30	7P- 8P (EST)							1		1	\$4,500.00	\$4,500.00	West Palm Beach (WPEC)		10/12/12
30.0	Normal Line / Prime (30)	10/21/12-10/21/12	3	:30	8:30P- CBS-Amazing Race (Sunday)							1		1	\$2,200.00	\$2,200.00	West Palm Beach (WPEC)		10/12/12
31.0	Normal Line / Prime (31)	10/21/12-10/21/12	3	:30	9:30P- CBS-The Good Wife (Sunday)							1		1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		10/12/12
32.0	Normal Line / SPOT (32)	10/16/12-10/19/12	3	:30	11P- 11:30P (EST)			X	X	X	X			4	\$700.00	\$2,800.00	West Palm Beach (WPEC)		10/12/12
33.0	Normal Line / SPOT (33)	10/22/12-10/22/12	3	:30	11P- 11:30P (EST)									1	\$700.00	\$700.00	West Palm Beach (WPEC)		10/12/12
34.0	Normal Line / SPOT (34)	10/16/12-10/19/12	3	:30	11:30P- 12:30A (EST)			X	X	X	X			4	\$225.00	\$900.00	West Palm Beach (WPEC)		10/12/12
35.0	Normal Line / SPOT (35)	10/22/12-10/22/12	3	:30	11:30P- 12:30A (EST)									1	\$225.00	\$225.00	West Palm Beach (WPEC)		10/12/12
36.0	Normal Line / SPOT (36)	10/20/12-10/20/12	3	:30	6A- 7A (EST)							1		1	\$150.00	\$150.00	West Palm Beach (WPEC)		10/12/12

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Agency	Dudley Media (7265)	CO-OP	No
Product	POLITICAL CANDIDATE (ns) (1186)	Headline #	06370705
Brand	FL DEM SACHS/BRUNO/S (475045)	Demo	A35+R
Salesperson	TeleRep/DC, Washington DC (2995)	Order Type	Normal
Sales Office	TeleRep Washington DC	Package Deal	
Buyer Name	DUDLEY,BOB	Commission %	15.00
Phone/Fax	(202) 675-6936 /	Commission	\$7,218.75
CPE	4	Net Total	\$40,906.25
Account Types	National/Political Candidate Agency BRD	Sales Tax	
Billing Type	Weekly/Irregular		
Comments	FL DEM SACHS/BRUNO/S ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

By Broadcast Month	Spots	Rate
Oct. 2012	82	\$48,125.00
Grand Total:	82	\$48,125.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
37.0	Normal Line / SPOT (37)	10/20/12-10/20/12	3	:30	7A- 9A (EST)							1		1	\$350.00	\$350.00	West Palm Beach (WPEC)		10/12/12
38.0	Normal Line / SPOT (38)	10/20/12-10/20/12	3	:30	11:30P- 12A (EST)							1		1	\$200.00	\$200.00	West Palm Beach (WPEC)		10/12/12
39.0	Normal Line / SPOT (39)	10/21/12-10/21/12	3	:30	12P- 1P (EST)								1	1	\$150.00	\$150.00	West Palm Beach (WPEC)		10/12/12
40.0	Normal Line / SPOT (40)	10/21/12-10/21/12	3	:30	7A- 8A (EST)								1	1	\$150.00	\$150.00	West Palm Beach (WPEC)		10/12/12
41.0	Normal Line / SPOT (41)	10/21/12-10/21/12	3	:30	9A- 10:30A (EST)								1	1	\$900.00	\$900.00	West Palm Beach (WPEC)		10/12/12
42.0	Normal Line / SPOT (42)	10/21/12-10/21/12	3	:30	10:30A- 11:30A (EST)								1	1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/12/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

NAB

BROADCASTERS

**AGREEMENT FORM FOR
POLITICAL BROADCASTS**STATION and LOCATION WPEC-TV West Palm Beach, FL Date 9-20-12I, Dudley Media (on behalf of) Florida Democratic PartyA legally qualified candidate of the Democratic political party for the office of Fl. State SenateIn the General election to be held on 11-6-12 do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks	Rate
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- See Attached -

Date of First Broadcast <u>10/16/12</u>	Date of Last Broadcast <u>10/22/12</u>
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\$40,906²⁵Total Charges: noThe broadcast time will be used by Florida Democratic Party - Sachs/Brun/Smith
I represent that the payment for the above-described broadcast time has been furnished by Florida Democratic Party - Sachs/Brun/Smith

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is () a corporation; () a committee; () an association; or () other unincorporated group. The names and offices of the chief executive officers of the entity are:

Alma Gonzalez, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least _____ Before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies including; applicable class and rates; and discounts, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office).

Date 9-20-12(Candidate or Agent) Bob Dudley☒ Accepted ☐ RejectedBy Lillian K. LobutTitle Sales Director

This request whether accepted or rejected, will be available for public inspection for a period of two years.



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: FLA. Dem Party / 3 PAC PARTY: Democratic

OFFICE/DESCRIPTION: Sachs, Bruno, Smith ELECTION DATE: 11/6/12

INQUIRY MADE BY: Bob Dudley
Candidate Manager Agency Committee (circle one)

ADDRESS: Dudley McCain
919 Catherine St.
Philadelphia, PA 19147

PHONE: _____ FAX: _____

EMAIL: _____

Information Requested: Rates & Airtime

Final Disposition: Order placed \$40,906²⁵

If Committee, list officers and position: Alma Gonzalez, Treasurer

TAKEN BY: Cheryl Blair DATE: _____ TIME: _____
T. Rep Wash